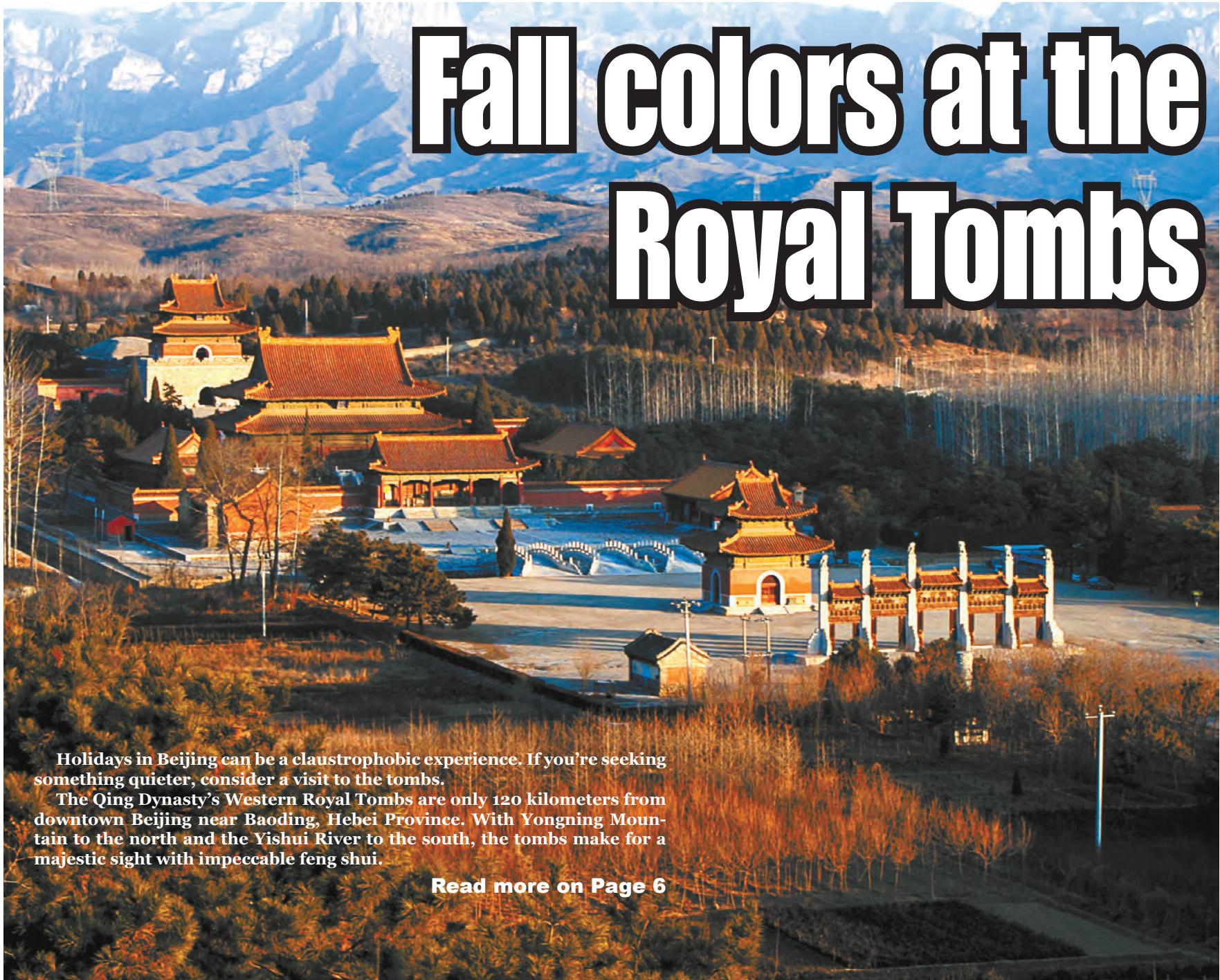


# BEIJING TODAY COMMERCE



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## Fall colors at the Royal Tombs



Holidays in Beijing can be a claustrophobic experience. If you're seeking something quieter, consider a visit to the tombs.

The Qing Dynasty's Western Royal Tombs are only 120 kilometers from downtown Beijing near Baoding, Hebei Province. With Yongning Mountain to the north and the Yishui River to the south, the tombs make for a majestic sight with impeccable feng shui.

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Medical tourism takes rich abroad

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# Medical tourism brings hope of recovery to China's richest



**Founder Cai Qiang**  
By Bao Chengrong

Most seriously ill patients rush to Beijing or Shanghai for their medical treatment: the richest go abroad.

This unusual reversal of medical tourism, fueled in part by an epidemic distrust of the national medical system, is giving entrepreneurs like Cai Qiang an opportunity.

Cai is the founder of Beijing St. Lucia Consulting, a company that specializes in helping wealthy Chinese plan their medical tours abroad.

Before starting his own business, Cai was a stock and real estate investor in Australia. Living abroad introduced him to the superior quality of care offered abroad.

When Chinese doctors told Cai they suspected he may have liver cancer, he went to Australia and learned that what local doctors attributed to a tumor was actually a symptom of obesity.

The experience impressed Cai a lot and urged him to start the business a few years later.

In 2010, St. Lucia struck its first agreement with Partners HealthCare System, the largest network of hospitals affiliated with Harvard Medical School. Since then its portfolio of connections has grown to include top hospitals in the UK, Germany, South Korea and Singapore.

"My goal is to help save 1,000 lives in 10 years. That's why I choose to cooperate with medical giants. I want Chinese patients to have the chance to get



*Many patients prefer being treated abroad.*

**Photos provided by Beijing St. Lucia Consulting**

the best treatment," Cai said.

Cai's staff interviews each client to build a profile that includes their budget, ideal recovery time and urgency of treatment. Recommended hospitals vary and decisions must be made quickly. Clients must ask their doctors to ensure they are capable of surviving a 10-hour flight.

Cai said most of the patients are seeking treatment for cancer, a few are heading abroad for cardiothoracic or cerebral surgery.

After signing an agreement, the company collects and translates the client's medical records and sends them to a Boston hospital. The service team consists of seasoned doctors, most of whom have worked for 10 or more years in the US.

Once the documents are in order, St. Lucia sends them off to the selected hospital and books a doctor. The overseas hospital takes about seven days to verify the information before sending out a formal letter of invitation.

Cai said more than 90 percent of the clients are able to meet their doctors abroad within two to three weeks. For clients who need to continue their treatment in China, Cai's staff assists with translating their English medical records back into Chinese.

The company's basic service costs 38,000 yuan, with visas, hotel booking, translation, picking up clients, seeing them off as well as care services billed at an additional 40,000 yuan.

But that cost pales in comparison to the cost of medical care abroad.

Cai said the cost for cancer patients is usually between \$100,000 (610,870 yuan) and \$150,000 (916,310 yuan). A heart bypass in the best hospital of US can cost \$60,000 dollars (366,520 yuan).

Treatment in the UK and Germany is much more affordable, Cai said. The cost in UK is half of that in US and the cost in Germany is one thirds of that in US.

Cai suggested patients from

families of modest means seek treatment at home rather than mortgage their home to seek care abroad. "We consider whether our clients are suitable based on an assessment of how much the cost of care will disrupt their living conditions," he said.

Many clients have benefited from the company.

A man surnamed Wang, 46, was one of them. Last June, Wang was diagnosed with lung adenocarcinoma, a non-small cell cancer. He failed to recover after undergoing two cycles of chemotherapy.

Wang was encouraged by a friend to seek treatment in the US. St. Lucia helped him to arrange treatment at Massachusetts General Hospital with the first round of chemotherapy supervised by Christopher Azzoli, a professor from the American Society of Clinical Oncology.

After seeing the results of a gene test, Azzoli prescribed a course of Crizotinib. After two months on

the drug, Wang's tumor regressed from 3.6 centimeters to 2.4 centimeters.

But not all diseases can be ensured to cure abroad. Two clients have perished abroad.

One patient's son threatened to murder Cai if his father failed to recover. The father survived, but Cai said he hopes future clients will have a more "rational" attitude to the realities of medical treatment.

"Even the best hospitals can't cure every patient. They just provide more hopes than other hospitals," Cai said.

Apart from overseas treatment, St. Lucia is also providing medical second opinions over the Internet. The service costs 22,000 yuan.

Although facing the challenge that few patients know they have an option to take treatment abroad, Cai still sees the hope.

"Any business relevant to medical won't grow so fast. But as long as we move on, it will be a big business one day," he said.

## Fashion gurus reshape male image over the Web

By Bao Chengrong

Fashion remains a mystery to most Chinese men. More than 57 percent have no concept of style and 14 percent cannot pick out a shirt that fits.

Deng Gangbiao, founder of Nanrenshang.com, is out to salvage the male image.

Nanrenshang is a new website that targets high-end clients who can afford to spend money on nice clothes but who lack the time or desire to shop.

Visiting users can log in, select a favorite style and leave their contact informa-

*The website targets Chinese men who are fashion impaired.*

tion. An image consultant will call back to ask details about the client's complexion, sizes and personal life. Its five consultants are young women with experience in the fash-

ion industry.

The consultants pick out two sets of clothes to send to the client. The outfits remain a mystery until they arrive at the client's door.

Most of the brands used are those commonly seen in shopping malls, such as Uniqlo, Selected, Zara, Ralph Lauren and Levi's. Sets of clothing are priced 1,398 yuan or 1,998 yuan. The consultancy fee is 298 yuan with six adjustments over six months or 498 yuan for 12 months.

Although more than 30 percent of the orders end up returned, Deng still sees a hope. He said he plans to open brick-and-mortar stores where clients can try different outfits without having to wait for shipping.

# Free education model turns top go player's school around



*Students at world-class player Nie Weiping's go studio*

*By Bao Chengrong*

World class go player Nie Weiping's training studio is revitalizing the game with a new comprehensive education model created by co-founder Hong Bo.

In 2005, Hong spent two months touring go academies in Zhejiang Province. Most of the studios he visited were focused on cultivating top-tier players among the wealthy elite.

Hong wanted to try something different.

A year later he found himself at Nie's studio, which was struggling to find develop its platform. After a long talk, Hong persuaded Nie to open

his studio to the public.

Hong brought sweeping changes to the school, but most important was his decision to simplify the teaching materials to boost student confidence.

"Confidence is very important to one's growth. Self-recognition is what determines future success," Hong said.

Hong also changed the hiring qualifications to lock out career teachers. Hong said he was inspired by a German study that found teachers who teach what they have just learned are more effective.

The new teachers searched for creative ways to boost



the student's interest, such as mixing the lessons with periods of physical activity.

The changes and opportunities to burn off excess energy helped many students to find success. One boy, who could hardly sit quiet for more than 10 minutes, grew to become a patient and competent player.

Whatever the teaching model, Hong said education exists to inspire children. One parent blogger wrote about the changes she's seen in her son since starting the class. She said go is the only extracurricular class he's asked to continue.

Last year, the number of

**Photos provided by Go Studio**

students at Nie's studio surpassed 10,000. The school also has branches in Shanghai, Shenzhen and Shandong Province.

The go studio is just a start. Hong's ultimate goal is to build a "Summerhill" in China.

Summerhill was founded in Suffolk, England in 1921 and is renowned for its alternative "free" education. The school encourages children to be themselves, allowing them to choose whether to play all day or solve problems on their own or with friends. The school's education is guided by community rather than a single authority figure.

# Statistics program helps students analyze, improve SAT scores

*By Bao Chengrong*

Chinese students waste more than 65 percent of their time and money preparing for the SAT, according to a new report on SAT study practices in six cities by Imagination Education.

"The 2013 China SAT White Book" is based on new computer technology that crunches big data to help Chinese students improve their SAT scores. The results direct each student to focus on certain key strategic abilities based on an analysis of 154 figures.

Most students are hindered by a lack of strategy – something that SAT prep guides spend little time on. Imagination Education's Academic Essential Assessment (AEA) provides a strategy, guiding students to distinguish different test items and arrange their test time.

Each AEA report consists of seven sections. The first five analyze a student's performance in the mock tests and give recommendations for improvement. The sixth section recommends a series of teaching materials based on one's personal condition. The last section contains usage instructions.

Apart from the test sections designed for individuals, the AEA system also provides a group analysis system to help schools assess their students' overall performance and gives quick access to useful statistical overviews.



*Imagination Education launches a research on Chinese students preparing for SAT.*

**Photo provided by AEA**

# Cultural weeks offer study opportunity to Italian learners



Scene from the film "La Prima Leggo di Newton"



By Liu Xiaochen

The two-week Settimana Della Lingua Italiana nel Mondo 2013 is giving Beijing's Italian learners a chance to boost their language skills through October 30.

The event, organized by the Instituto Italiano di Cultura and the Swiss Embassy, shows off Italian's presence in contemporary literature, cinema, music, TV and science. It is aimed at students of Italian and anyone in the general public interested in the language and culture.

For Switzerland, the promotion and protection of Italian language and culture are important concerns. Approximately 8 percent of the Swiss population speaks Italian, and half of those



Movie poster of "Four Ways to Die in My Hometown"



Photo by Chai Sgugang

speakers are located in German- or French-speaking areas.

The Swiss embassies in Guangzhou and Hong Kong

are also organizing several activities this year.

Swiss-Italian poet Fabio Pusterla will visit China to introduce his work. The



Francesco Baccini in concert

Photos provided by  
Institute Italiano di Cultura

special edition of its TV program Cult-TV, which introduces Swiss Italian artists.

**Where:**

Italian Cultural Center, 2 Sanlitun Dong Jie, Chaoyang District.

**Upcoming Events**  
**October 25**

- 9 am-noon, 2-5 pm: Training classes for Italian teachers
- 5:30 pm: Screening of Tutti Giu Di and a talk with the director

**October 26**

- 9 am-noon, 2-5 pm: Training classes for Italian teachers
- 2 pm: Screening of Tutti Giu Di and a talk with the director at Caochangdi Workstation

**October 27**

- 9 am-noon, 2-5 pm: Training classes for Italian teachers

**October 29**

- 7 pm: Talk with Swiss-Italian poet Fabio Pusterla

## American Center brings Football Nights to Beijing

By Liu Xiaochen

To understand America – or at least what most Americans are talking about – you need to understand sports.

The country's most popular sport for much of the last century has been American football.

The Beijing American Center (BAC) is inviting city residents to come out and join its Football Nights in October and November.

As part of the center's

October theme of "Sports and Health in America," BAC has partnered with the U.S. National Football League in China (NFL China) to promote American football.

NFL China is giving BAC video access to every NFL game this season, and games will be screened several times each week during October and November.

Screenings will follow an abbreviated format that

cuts out ads and televised timeouts. Guest presenters from the US Embassy will explain the game as it airs, answering questions from the audience.

Prizes at the event will include footballs and other NFL memorabilia.

Monday night screenings last from 6:30 to 8 pm. There will also be lunch hour screenings on Mondays at noon, but presenters are not guaranteed.



Photo by Jojocool

# Lake Baikal's underwater world unveiled at photo exhibition

By Liu Xiaochen

An exhibition of the majestic beauty both above and within Lake Baikal is wrapping up today at the Russian Cultural Center.

Titled "Lake Baikal: the Kingdom of Ice and Water," the exhibition is organized by the Russian Cultural Center and the Institute of Ancient Chinese Ships.

The exhibition shows more than 40 photos taken underwater by Russian photographer Olga Kamenskaya. Each captures the mystical and mysterious nature of the world's deepest and clearest freshwater lake.

The exhibition shows the symbiotic existence of people and nature, and calls attention to the need to protect this delicate part of the Earth's ecology.

Kamenskaya began experimenting with underwater photography in 2003 and won several domestic and international competitions with her work. Her focus on hidden underwater worlds has taken her to Burma, Tanzania, Australia, Mexico, Argentina, the Galapagos Islands, Kamchatka Peninsula and the Norway Strait.



*Visitors at the opening of the exhibition*

Photos provided by  
Russian Cultural Center



## Tour of China 2013

# EU seeks cooperation in research, innovation in 9 Chinese cities

The European Union's Tour of China 2013 began last week in Harbin, Heilongjiang Province.

Over the next month, participants will stop at nine Chinese cities to showcase research and innovation opportunities in Europe. The event is expected to attract more than 2,500 Chinese researchers, scientists and innovation stakeholders.

Building on the success of last year's tour, the 2013 program will highlight collaboration opportunities under the European Union's new Framework Programme Horizon 2020 and the individual National Schemes of associated EU Member States and Countries.

The Harbin leg of the tour was hosted by the Harbin Institute of Technology, one



of China's top schools. Tour events will be hosted by similarly famous universities in Shenyang, Xi'an, Wuhan,

Chongqing, Tianjin, Nanjing and Shanghai before concluding in Beijing.

The closing of this year's

only engage Europe's top researchers, but also EU officials about research and innovation opportunities.

The Tour of China is a collaborative project of the Delegation of the European Union to China and the EU Member States and Countries associated to the EU Framework Programme working on Research & Innovation cooperation with China.

Each Tour event provides a new series of lectures and presentations to promote research and innovation programs, policies and funding instruments offered by the EU.

The Tour also aims to engage local authorities by providing a clear picture of what sets Europe apart as a world-class destination for research.

(By Liu Xiaochen)



Landscape of the Qing Dynasty's Western Royal Tombs

CFP Photos

# Royal Tombs offer scenic beauty in autumn and winter

By Liu Xiaocheng

Beijingers who are tired of their city being turned into a tourist trap every holiday can head to one of the many sites of interest in neighboring Hebei Province.

From late autumn to early winter, the Qing Dynasty's Western Royal Tombs can be a beautiful weekend getaway – one made even better if you drive on your own.

The Western Royal Tombs are located at the foot of Yongning Mountain, about 15 kilometers west of Yi County in Baoding, Hebei Province. It's a 120-kilometer trip from downtown Beijing.

The tombs are bounded on the north and south by Yongning Mountain and the Yishui River. To the east are the 2,300-year-old relics of Yanxidiu, and to the west Zijingguan.

The landscape resembles a

dreamland, with mountains, trees and clouds creating a beautiful scene with excellent feng shui.

The tombs of the Qing Dynasty are very similar to the Northern Royal Tombs of the Qing Dynasty in Shenyang, Liaoning Province and at Zunhua, Hebei Province.

Unlike the Eastern Royal Tombs, the western tombs are calm and clear of crowds. They are the final resting sites of the four emperors following the Yongzheng Emperor.

The tomb complex was completed in 1730 and covers an area of 800 square kilometers. There are 14 tombs including Yongzheng's Tailing, Jiaqing's Changling, Daoguang's Muling and Guangxu's Chongling. An additional three tombs house their empresses, several princesses and the favorite imperial concubines.

The Xuantong Emperor,



Daoguang's Muling

and lined by pines and verdant cypresses.

More than 40 buildings stand on the tombs' north-south axis. Three stone archways in harmonious colors lie north of the bridge. The three archways were built with blue and white stone and engraved with images of mountains, streams, flowers and animals, and are some of the finest art in the tombs.

The Royal Tombs' scenic spots are scattered and have relatively few visitors. Its internal road conditions are good, and are suitable for motor tourists. However, the scenic area has many slopes and sharp turns. Drivers should exercise caution on snowy or rainy days.

The grand architecture is especially popular with photography enthusiasts. Photos should pack their best wide-angle lenses and a circular polarizing filter before heading out. It's possible to photograph the tombs from a distance without needing to buy a ticket.

## Getting There

The Western Royal Tombs are accessible from the Jingshi Highway and State Road 112, or by the Jingshi Highway and Jingkun Highway.

The first route is shorter, while the second has better roads.



Guangxu's Chongling

better known as Aisin-Gioro Puyi, the last emperor, was originally buried in Beijing's Babaoshan Cemetery. Staff at the Royal Tombs tracked down Li Shuxian, Puyi's surviving wife, and convinced her to move his tomb to the royal complex in 1995.

The tomb area includes several hundred ancient buildings

and sculptures, as well as the largest ancient pine forest in North China.

Yongzheng's Tailing is located at the center of the tomb complex. It was the first built and the largest. The remaining tombs flank it on the east and west. Tailing's pavement is built with three layers of huge bricks

# Community events

## Sanlitun area

### Beijing Green Drinks

BJ Green Drinks has been attracting a steady crowd of green-collar professionals, government officials, educators and media types since 2007. The event's main aim is to provide a fun and casual atmosphere where people can learn more about China's sustainable development.

This event takes place on the second Tuesday of each month. Attendance is open to all, so grab your colleagues and friends and come to one of the best green networking nights in the city.

**Where:** The Bookworm, 4 Nan Sanlitun Lu, Chaoyang District

**When:** 7:30-10 pm, November 12

**Tel:** 6586 9507

### Guided meditation practice

Wear comfortable clothes and arrive early enough to unwind with a cup of herbal tea!

**Where:** Kocoon's new space at Sanlitun South, B1, The Opposite House, Sanlitun Village North, 11 Sanlitun Lu, Chaoyang District

**When:** 7:15-8:15 pm, every other Thursday from November 7

**Price:** 50 yuan per person

**Tel:** 6410 5016

### Yansha area

#### Parenthood – Toilet Training

Dr. Stephanie Teoh and her team of child specialists offer an eight-week series of classes to teach parents how to understand the needs of their baby or young child.

#### Topics covered include:

- Recognizing signs of readiness
- Preparing your child for this milestone
- Common challenges

Classes are free for International SOS Members. Non members must pay 100 yuan per class of 600 yuan for all eight weeks.

Seating is limited, so register your spot in advance.

**Where:** International SOS Beijing, Room 105, Building 1, Kunsha Center, 16 Xinyuan Li, Chaoyang District

**When:** November 7

**Email:**

seminar@internationalsos.com



# Thanksgiving Day

## Gongti area



### Celebrate Thanksgiving at Swissotel's Café Swiss

Take your friends and family to Café Swiss this November 28 to enjoy a sumptuous feast!

**Where:** Café Swiss, Swissotel Beijing, 2 Chaoyangmen Bei Dajie, Chaoyang District

**When:** 6:9:30 pm, November 28

**Price:** Family package, 488 yuan (buffets for two adults and one child under the age of 12 and free house wine, beer and non-alcohol beverages); 278 yuan (buffet only); or 88 yuan per person (15 percent service charge)

**Tel:** 6553 2288

## CBD area



### Thanksgiving dinner at VIC restaurant

Enjoy a Thanksgiving dinner of turkey, pumpkin pie and cornbread at VIC.

Order a day in advance to give the chef time to prepare the turkey and accompanying menu. Free delivery is available to homes within a 5-kilometer radius.

The innovative VIC brings casual dining to a new level. Its open kitchen offers a culinary tour of the world's tastes from Beijing to Paris with stopovers in Tokyo, Bombay, Rome and New York.

French savoir faire is showcased with an unparalleled selection of breads, pastries and cheeses. A delightful Champagne brunch is available every Sunday.

**Where:** VIC-Voyage of International Cuisines, Tower C Wanda Plaza, 93 Jianguo Lu, Chaoyang District

**When:** 6-10 pm, November 28

**Tel:** 8599 6666 ext. 6521



### Throw a traditional feast at the Grand Millennium Beijing

Treat your family to a classic Thanksgiving Day buffet on November 28 with mouth-watering culinary delights such as crisp-skinned roasted turkey. Tables of four or more will be served by the head chef.

**Where:** Grand Millennium, 7 Dongsanhuan Zhong Lu, Chaoyang District

**When:** November 28

**Cost:** 398 yuan per person with free soft drinks

**Tel:** 8587 6888 ext. 3012

# Dining

## Chaoyangmen area

### Blue Frog Halloween Party

Join us for the scariest Halloween night at Blue Frog and enjoy exciting activities, food and drinks, a photo shoot, a live DJ, a costume competition and more.

Book your ticket before October 26 and get two complimentary raffle tickets.

**Where:** Blue Frog U-Town, 1F U-Town Plaza, Building 1, Sanfeng Bei Li, Chaoyang District

**When:** 6:30 pm – late, October 26

**Ticket:** 100 yuan in advance, 150 yuan same day

**Tel:** 8561 2665

## CBD area

### Oyster bar at Heritage French

Heritage guides you to experience the world's best oysters.

Chef Michael Jakovljev has gathered a unique selection of French oysters including Prat Ar Coum, Gillardeau, Fine de Claire, Ostra Regal and Geay, as well as some from as far as Japan and New Zealand.

The appearance, taste and texture of each oyster is unique to its region of origin. Pearls are not guaranteed, but freshness and exclusivity are.

**Where:** Heritage French, Sofitel Wanda, Building C, Wanda Plaza

Plaza, 93 Jianguo Lu, Chaoyang District

**When:** Until October 31

**Tel:** 8599 6666 ext.6528

### Hairy crabs at Yipin Chinese Restaurant

Autumn is the best season for eating China's hairy crab. Come and enjoy the hidden treasures from the bottom of Lake Yangcheng. Chef Oscar's delicate steaming technique preserves the freshness and nutrition of this seasonal favorite.

**Where:** Yipin Chinese Restaurant, Sofitel Wanda, Building C, Wanda Plaza, 93 Jianguo Lu, Chaoyang District

**When:** Until October 31

**Tel:** 8599 6666 ext.6508



# Letv develops super screen with Apple contractor Foxconn

Chinese media company Letv is cooperating with Foxconn to develop the next generation of television.

According to the contract, Letv's super TV and IPTV set-top box will be produced by Foxconn in a new joint venture. The product will be the Apple contractor's first foray into the smart TV market.

Its "super TV" is a new media system that combines content and application software in a new experience that makes Internet life and entertainment more accessible to families.

As Letv is a leading Internet company and Foxconn is one of the top TV manufacturers, both sides have high hopes for the partnership.

But the cooperation between the two companies has a deeper meaning: their TV would be China's first product to bring serious computing power into the living room.

## Merging Web and media

Since its founding in 2004, Letv has been working to develop a media web-



site that provides web apps, content and a distribution platform.

The platform is built on a growing cloud infrastructure that can scale to support a massive user base.

As far as its content is concerned, Letv has one of the largest libraries of copyrighted films and TV shows in the media industry, with more than 90,000 shows and

5,000 films. Its application area, the Letv Store, was created with the assistance of Kaifu Lee.

All of these are accessed from the LeTV UI, which is designed for use on big-screen TVs.

## New mode of commerce

Letv said it hopes to break the single hardware manufacture system dominant in the TV industry by using its cloud

platform to deliver comprehensive content to its high quality hardware.

Unlike traditional TV companies, which can only profit by selling hardware, Letv will diversify its income by drawing money from content and applications sales, as well as selling advertisement space in its software interface.

It is also exploring the use

of social networks and other web avenues to market its product instead of using traditional retail channels.

## Joint venture company

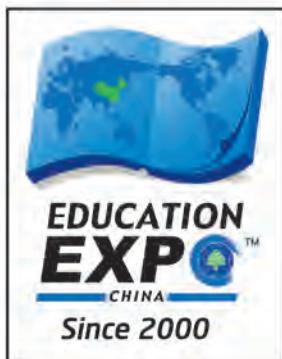
In addition to producing its super TV designs, the Letv and Foxconn joint venture will facilitate a greater strategic collaboration. The company will be an important platform for exporting China's media culture and promoting interaction.

## National brand

"President Hu's report at 18th Party Congress emphasized that we should enhance our own culture's strength and competitiveness, promote the integration between culture and technology and develop new cultural industry," said Liu Hong, Letv's vice chairman.

"We will increase our investment in science and technology ... to make Letv the top platform video company in the world. With our momentum Letv can become China's first internationally-recognized media brand."

(By Cao Mofei)



2013中国国际教育年会 同期举办2013中国国际教育论坛

# 中国 国际教育展

主宾国:西班牙



11月2-3日 (周六-周日) 09:00-16:00

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